



DED Enterprise Zones Design Event Report Out

“EZ writers”

July 12-15, 2010

The Opportunity

Bret Mills

The “EZ Writers” Team

Julie



LEAN

State of Iowa
Continuous Improvement

Team Members

Julie

**Facilitator
Members**

**Mike Rohlf, DED
Representative Roger Thomas
Senator Rich Olive
Bryan Friedman, Newton
Rita Frahm, Ida County
Dan White, UAW, Dubuque
Maureen Elbert, Kossuth/Palo Alto Economic Dev.
Georgia Van Gundy, Principal Financial Group
John Greenwood, Clarinda Economic Devel.
Mike Lipsman, Dept. of Revenue
Sue Foecke, Senate Democratic Caucus Staff
Diane Foss, DED
Jeremy Babcock, DED
Allen Williams, DED
Lane Palmer, DED
Kelley Myers, DED
Julie Lunn, DED**



Scope

Kelley

- **This event will develop recommendations on how to promote economic investment, employment and housing development in economically distressed areas.**

Objectives

Kelley

1. Define what distress entails
2. What are the differences between rural and urban distressed areas
3. Design a program that effectively assists the distressed areas

Objectives

Kelley

4. Design ways to measure success
5. Assistance is simple to understand and administer
6. Develop ways to use existing resources more efficiently and effectively
7. Develop a framework for legislation

Kaizen Methodology

Mike

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)
- 5S “mindset”--use the steps to support the event activities
 - Sort, Set in order, Shine, Standardize, Sustain



Trends

Allen

- Workforce
 - Aging population
 - Population shift
 - Job skills
- Economy
 - Loss of industry
 - Depressed area
 - Loss of retail in urban areas
- Increased demand for ROI
- Move towards regionalism/laborsheds



SWOT Analysis

Jeremy

- Strengths
 - Well known program
 - Attractive tool
 - Easy to use
- Weaknesses
 - Difficult to measure effectiveness
 - Lack of current distress criteria data
 - Not much difference between EZ and HQ
- Opportunities
 - Opp. To redefine distress
 - Create a more responsive tool
 - Promote regionalism
- Threats
 - Desire for cash vs tax benefit
 - Lack of trained workforce
 - Competition from other states
 - Lack of funding



Brainstorming

Diane

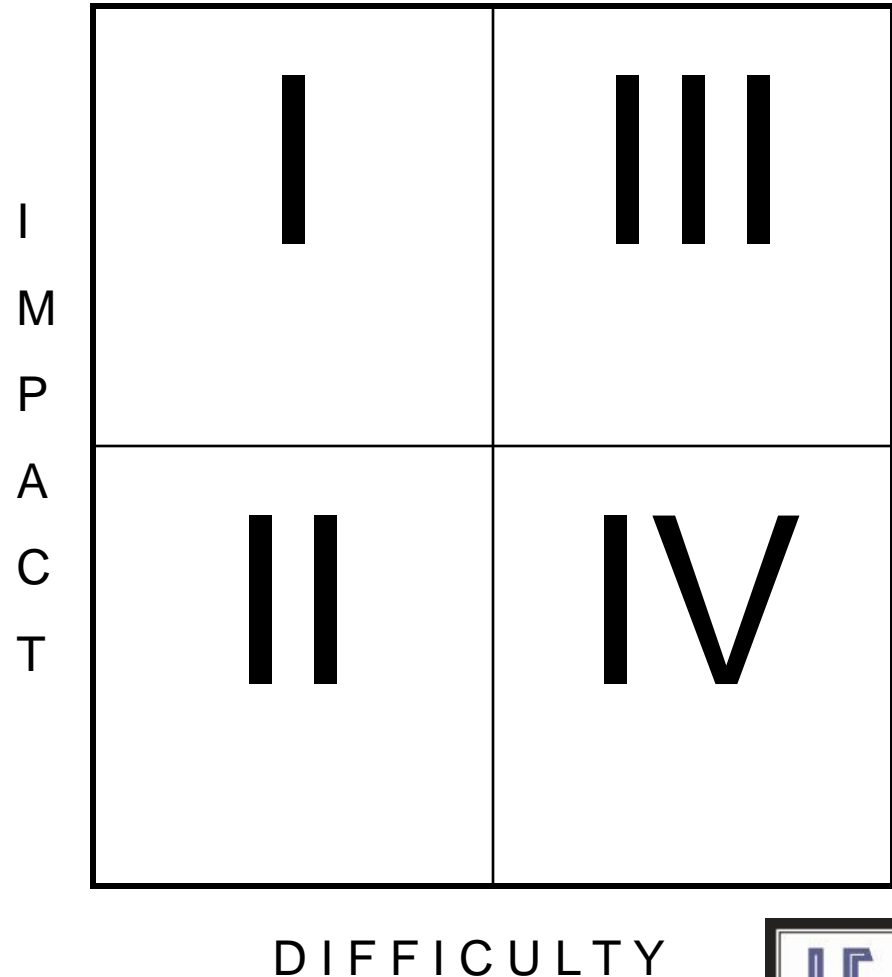
- Roll into HQ jobs
- Project based rather than zone based
- Housing EZ as separate program
- More emphasis on workforce skills development
- Community reinvestment
- Defining distress criteria
- More emphasis on job creation
- Tax Free zone
- Education awareness



De-selection Process

Diane

- Identifies
 - Impact to customer
 - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation



New Process

Diane

- Three options:
 - Leave as is
 - Change existing legislation
 - Get rid of existing program and design new program
- Will focus on 8/23 and 8/24 (possibly 8/30 and 8/31) on the third option

Homework

Julie

Item	Item Description	Person Responsible	Due Date
1	Criteria of Distress-County-Population loss (5 year running)	Mike L.	8/21
2	Criteria of Distress-County- Poverty Rate (DHS)	Mike L.	8/21
3	Criteria of Distress-County- Weekly wage rate (IWF)	Mike L.	8/21
4	Criteria of Distress-County- age of 65 or older	Mike L.	8/21
5	Criteria of Distress-County- Job loss (ACC to code)	Mike L.	8/21
6	Criteria of Distress-City- per capita income 126 x 8	Lane and Mike	9/15
7	Criteria of Distress-City- poverty rate of 12% or higher	Lane and Mike	9/15
8	Criteria of Distress-City- 10% housing units are vacant	Lane and Mike	9/15
9	Criteria of Distress-City- valuations of each class of property 75% or less of citywide avg.	Lane and Mike	9/15
10	Criteria of Distress-City- blighted	Lane and Mike	9/15



Team Member Experience

- Allen
- Jeremy

Comments

- Mike Rohlf

**We welcome your
questions and comments!**

